

Research: Trends

July, 2017

Hot Topics...

- Proactive Economic Development
- Environmental Sustainability
- Local Food
- Building Energy Standards
- Architecture Review
- Historic Preservation
- Community Planning / Neighborhoods
- Wayfinding
- Transportation: Electric Car Charging
- Transportation: Autonomous Vehicles
- Community, Diversity & Social Fairness
- Walkability
- Multifamily / Multi Generational Living
- Small Home Living / Character
- Affordable Housing



Changes in technology and services 2003-2017+



- 2003 Skype founded
- 2003 iTunes opens shop
- 2004 Facebook created
- 2004 Google goes public
- 2005 YouTube created
- 2005 First US Cities offer free Wi-Fi (St. Cloud, FL & Sunnyvale, CA)
- 2006 Nintendo Wii Launches
- 2006 Twitter founded
- 2007 Apple iPhone introduced (first smartphone)
- 2007 Amazon Kindle introduced
- 2008 Google Android introduced
- 2008 Spotify music streaming introduced
- 2008 4G broadband internet access introduced
- 2008 Airbnb founded in San Francisco
- 2009 Uber ridesharing service founded in San Francisco
- 2010 Apple iPad introduced
- 2010 Nissan Leaf plug in electric car introduced
- 2012 Google driverless car tested
- 2012 Tinder dating app introduced
- 2015 Apple watch introduced
- 2016 Amazon delivers packages by drone
- 2017 Tesla offers autopilot on all of its vehicles
- 2020 5G broadband internet to be deployed
- 2020 All new Volvos will be electric or hybrid

Social change



While social norms may or may not reach our community, knowledge of greater societal changes is important when planning any community. The social agenda has moved much more toward tolerance and acceptance.

- same sex marriage
- interracial marriage
- legalization of marijuana
- cohabitation
- births to unmarried couples
- same sex couples raising children

Social change accelerates across generations

<http://www.usatoday.com/story/news/nation/2014/02/26/civil-marijuana-rights-lawyer-marijuana/5812997/>

Generation Y

born early 1980's to late 1990's

- Largest generation in US history.
- Come of age during a time of technological change, globalization & economic disruption resulting in different behaviors compared to their parents.
- Slower to marry and move out, they have different attitudes to ownership that has spawned a "sharing economy".
- Digital natives, their affinity for technology shapes how they shop.
- Dedicated to wellness, devoting time and money to exercise & eating right. Active lifestyle influences trends in everything.

Source: MILLENNIALS COMING OF AGE

<http://www.goldmansachs.com/our-thinking/papers/millennials/>



Baby Boomers

born mid 1940's to early 1960's

- Communities can redevelop to align with Boomer preferences including walkability, intergenerational housing, townhomes, mixed-use development, & nearby amenities such as grocery, pharmacy and reasonably nearby clinics
- Many homes may be owned by residents who are 65+ years old. These homes will likely enter the market in the next 10-20 years
- Older population has grown in rural areas with strong ties to recreation

Source: Baby Boomers & Rural Housing Trends

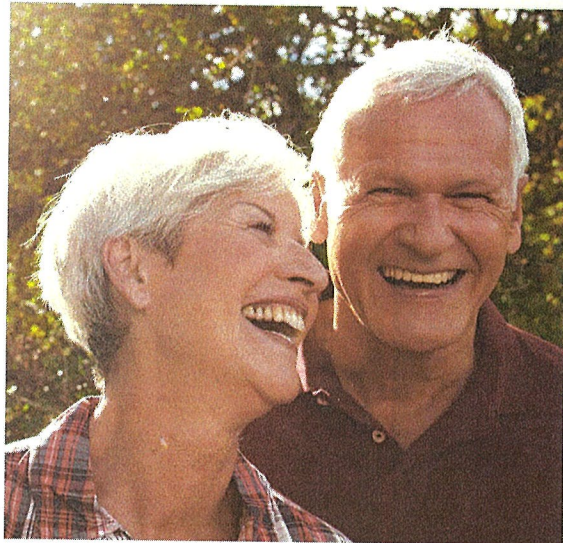
<https://cfmralltowns.org/2016/02/29/baby-boomers-rural-housing-trends/>

Source: Rural Housing – addressing homeowner turnover

<https://cfmralltowns.org/2015/12/16/rural-housing-the-2016-symposium-on-small-towns/>

Source: Baby Boomers and Millennials Boost Population in Parts of Rural America

<http://www.ers.org/Publications/Articles/2017/Baby-Boomers-and-Millennials.aspx>

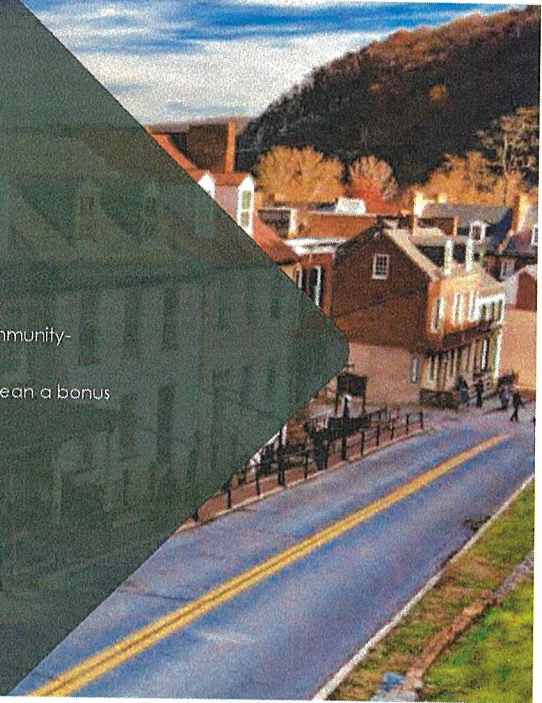


Small Town Business

- Stage 2 businesses bloom in towns under 5,000.
- Urban likes rural – people from big cities love small town stories.
- Ruralism is taking root in design, urban planning and leisure time pursuits.
- Placemaking is pushing cities to be more like small towns: walkable, community-oriented, human-scaled.
- Interest in rural can be a marketing advantage for rural firms, & it can mean a bonus for rural tourism. It can also drive up prices for rural residents.
- Brain gain brings 30-44 year-olds to small towns.
- Entrepreneurs get creative about business forms.
- Rural has the low cost advantage

Source: TRENDS IN RURAL AND SMALL TOWN BUSINESS

<http://smallbizsurvival.com/wp-content/uploads/2013/03/RuralBusinessTrends2014.pdf>



Wi-Fi

- Wi-Fi is crucial for tourism, and important to downtown businesses
- Important for truck / trailer based businesses and mobile merchants like pop-ups or vendor booths to take credit cards
- Important for future smart village internet-of-things sensors and data that the community and others will want to develop

Reference: 4 Reasons for small towns to setup downtown wifi areas

<http://smallbizsurvival.com/2016/06/4-reasons-for-small-towns-to-setup-downtown-wifi-areas.html>

Reference: Here's Why Coffee Shops Don't Want Wi-Fi

<http://www.toocoldwine.com/news/heres-why-coffee-shops-dont-want-wi-fi>

Reference: Little engine that could: Mount Washington flips switch on fiber

<https://theberkshireedge.com/little-engine-that-could-mount-washington-flips-switch-on-fiber/>



5G

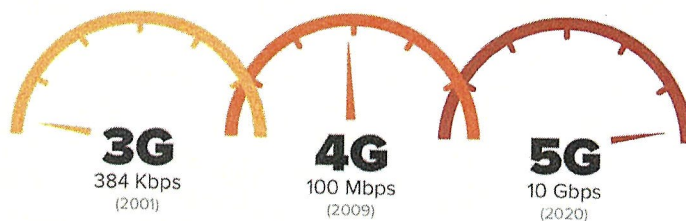
- Faster cellular networks are a topic to keep an eye on for small towns.
- New 5G networks will require new hundreds of thousands of new pizza box sized antenna across the country
- Many small towns are already fighting the intrusion to their zoning regulations
- 5G technology is very important as more devices become connected to the each other

Reference: How a Small City in Finland Turned Into a 5G Pioneer

<https://www.pcmag.com/article/354624/how-a-small-city-in-finland-turned-into-a-5g-pioneer>

Reference: Public policy will lay the foundation for 5G and beyond

<http://www.fiercewireless.com/wireless/public-policy-will-lay-foundation-for-5g-and-beyond>



Tourism Trends

- As the largest generation to date, Millennials are a vital tourism base
- Active & adventure trips such as cycling and hiking are expected to be stand out choices
- Female solo travel: today's female travelers are bold, independent and looking to explore new and raw experiences.
- Food tourism is an emerging trend including cooking courses, farm tours and markets
- Responsible tourism promote sustainable forms of travel that promote environmental, economic and social fairness
- Mobile photography is allowing everyone to take set out taking photos
- Business & leisure travel ("bleisure") is a way to extend business trips into mini vacations

Source: 7 TRAVEL TRENDS FOR 2017 THAT WILL DRIVE GLOBAL TOURISM INDUSTRY

<https://www.ihk.com/en/blog/7-travel-trends-for-2017-that-will-drive-the-global-tourism-industry>